



## Executive Biography

### **John Tomesco**

#### **Vice President, Enterprise Business Development, PPS Managed Services, Printing and Personal Systems Group Hewlett-Packard Company**

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John Tomesco is Vice President of Enterprise Business Development for HP PPS Managed Enterprise Solutions (MES). His organization is focused on industry development, marketing and sales effectiveness.

John's responsibilities include creating and driving PPS's worldwide vertical go-to-market strategy for top commercial, public sector and graphic arts customers using a consultative, solutions-oriented approach to develop and implement integrated solutions. He is also charged with global marketing to the enterprise customer segment. This includes outbound marketing, analyst and public relations, and Web-based services for solutions, Managed Print Services, and HP Exstream. In addition, he is responsible for sales effectiveness, including internal alignment across HP businesses, sales tools and training, sales campaigns and account planning.

John held senior leadership positions in planning, marketing, sales and services for a notable group of fortune 500 companies, including Pepsi-Cola, Nielsen Marketing Research (A Dun & Bradstreet Company), AT&T and Colgate-Palmolive.

He is proficient in business workflow and has helped many of the world's top enterprise customers utilize technology to formulate and execute strategic processes and policies to drive optimum business results. He has exceptional vertical industry knowledge and has published articles on issues facing manufacturers and retailers. John is an accomplished speaker and frequently keynotes at industry specific conferences.

Prior to joining HP in May of 2006, he served as vice president of industry consulting for Teradata, leading the company's vertical consulting strategy and execution. Under John's leadership, his team became a critical growth engine and was a leading contributor of its transformed perception in the market.

John holds a bachelor's in accounting from Fairleigh Dickinson University. He resides with his family in Hawthorne, New Jersey.